

SPORTS & ENTERTAINMENT MARKETING

Curriculum Content Frameworks

**Please note: All assessment questions will be
taken from the knowledge portion of these
frameworks.**

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SPORTS & ENTERTAINMENT MARKETING

Grade Levels: 9, 10, 11, 12
Course Code: 492640

Prerequisite: Tech Prep Core

Course Description: Sports and Entertainment Marketing is a one-semester course designed to provide students with an understanding of marketing concepts, foundations, and functions as they relate to career opportunities in the growing area of sports and entertainment. Instruction will focus on public relations and publicity, event planning and marketing, sponsorship, venue design, concessions, risk management, product planning, licensing, ticket sales, and distribution.

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Unit 1: Foundations of Sports and Entertainment Marketing

Hours: 10-12

Terminology: Channel of distribution, Demographics, Geographics, Market, Marketing, Marketing concept, Marketing mix, Needs, Psychographics, Target market

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce				
Knowledge		Application		Skill Group	Skill	Description
1.1	Define terminology	1.1.1	Prepare a list of terms with definitions	Foundation	Reading	Applies information and concepts derived from printed materials [1.3.3] Applies/Understands technical words that pertain to subject [1.3.6]
1.2	Discuss the history of sports marketing	1.2.1	Demonstrate the knowledge of sports and entertainment marketing and how it affects current trends in the industry	Foundation	Listening	Listens for content [1.2.3]
					Reading	Applies information to new situation [1.3.5]
					Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]
				Interpersonal	Cultural Diversity	Discusses contributions and innovations made by women or minorities [2.2.2]
1.3	Discuss the marketing concept	1.3.1	Explain the marketing concept as it relates to sports and entertainment	Foundation	Listening	Listens for conversation [1.2.4]
					Speaking	Organizes ideas, and communicates oral messages to listeners [1.5.7]
				Interpersonal	Teamwork	Contributes to group with ideas, suggestions, and effort [2.6.2]
1.4	List the seven functions of marketing	1.4.1	Explain the seven marketing functions and their importance in sports and entertainment	Foundation	Listening	Listens for long-term context [1.2.7]
					Writing	Writes appropriate entries [1.6.22]
1.5	Explain <i>target market</i>	1.5.1	Discuss the significance of the four <i>P</i> 's to the target market	Foundation	Listening	Comprehends ideas and concepts related to target marketing [1.2.1]
					Speaking	Participates in conversation, discussion, & group presentations [1.5.8]
				Thinking	Creative Thinking	Forms opinions [4.1.7]
					Reasoning	Applies rules and principles to a new situation [4.5.1]

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do				ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge		Application		Skill Group	Skill	Description
1.6	List the four <i>P</i> 's of marketing	1.6.1	Compare and contrast the differences of the marketing mix components in sports and entertainment	Foundations	Reading	Locates pertinent information and documents to perform tasks [1.3.18]
					Writing	Creates a comparison chart [1.6.8]
1.7	Discuss the channels of distribution	1.7.1	Assess the functions of distribution as they relate to sports and entertainment marketing	Foundations	Reading	Comprehends written specifications, and applies them to a task [1.3.9]
				Thinking Skills	Decision Making	Evaluates information to make a decision [4.2.5]
					Problem Solving	Devises a plan of action [4.4.3]

Unit 2: Sports and Entertainment Markets

Hours: 10-12

Terminology: Amateur athlete, College athlete, Entertainment marketing, Market segment, Professional athlete, Recreational activities, Risk management, Sports marketing

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce				
Knowledge		Application		Skill Group	Skill	Description
2.1	Define terminology	2.1.1	Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to subject [1.3.6]
2.2	Discuss risk management	2.2.1	Identify risks and risk management principles related to sports and entertainment events	Foundation	Reading	Analyzes and applies what has been read [1.3.2]
				Thinking	Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]
					Problem solving	Identifies possible reason for problem [4.4.6]
					Decision Making	Considers risks when making a decision [4.3.2]
2.3	Explain <i>market segmentation</i>	2.3.1	Relate the concept of geographics, demographics, and psychographics to market segmentation	Foundation	Listening	Listens for long-term context [1.2.7]
					Reading	Comprehends written information, and applies it to a task [1.3.8]
					Writing	Takes notes from various sources [1.6.18]
2.4	List the different categories of sports	2.4.1	Identify the different categories of sports	Foundation	Reading	Identifies relevant details, facts, and specifications [1.3.16]
					Writing	Locates pertinent information and documents [1.3.18]
						Creates a chart of sports categories [1.6.8]
						Produces neat, legible documents [1.6.15]
2.5	Discuss recreational sports	2.5.1	Describe the relationship between professional sports and recreational sports	Foundation	Listening	Listens for conversation [1.2.4]
				Thinking	Reasoning	Sees relationship between two or more ideas [4.5.5]
2.6	Discuss sports marketing	2.6.1	Identify the challenges, obstacles, and limitations associated with sports marketing	Foundation	Reading	Distinguishes between fact and opinion [1.3.11]
					Speaking	Participates in conversation, discussion, and group presentations [1.5.8]

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do				ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge		Application		Skill Group	Skill	Description
2.7	Discuss entertainment marketing	2.7.1	Explain the global impact of entertainment marketing	Foundation	Listening	Receives and interprets verbal messages [1.2.8]
					Reading	Applies information and concepts derived from printed materials [1.3.3]
					Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
				Interpersonal	Cultural diversity	Comprehends ideas or concepts related to entertainment marketing [2.2.1]
2.8	Describe the scope, structure, and types of entertainment businesses in the entertainment industry	2.8.1	Explain the scope, structure, and types of entertainment businesses in the entertainment industry	Foundation	Reading	Comprehends written information for main ideas [1.3.7]
				Thinking	Writing	Prepares a complex document in concise manner [1.6.12]
					Creative Thinking	Identifies new goals and objectives [4.1.8]

Unit 3: Sports & Entertainment – Products and Pricing

Hours: 10-12

Terminology: Bundle, Business products, Consumer products, Cost-plus pricing, Focus group, Intangible products, Leader pricing, Markup, Odd-even pricing, Prestige pricing, Price, Product item, Repositioning, Tangible product, Target pricing, Yield-management pricing

CAREER and TECHNICAL SKILLS				ACADEMIC and WORKPLACE SKILLS		
What the Student Should be Able to Do				What the Instruction Should Reinforce		
Knowledge		Application		Skill Group	Skill	Description
3.1	Define terminology	3.1.1	Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to subject [1.3.6]
3.2	Compare pricing decisions	3.2.1	Analyze the various pricing strategies and factors that affect pricing sports and entertainment products	Foundation	Listening	Comprehends ideas and concepts related to pricing [1.2.1]
					Reading	Applies/Understands technical words that pertain to subject [1.3.6]
					Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]
3.3	Identify consumer and business products	3.3.1	Classify products as consumer products or business products	Foundation	Listening	Comprehends ideas and concepts related to consumer and business products [1.2.1]
					Writing	Analyzes data, summarizes results, and makes conclusions [1.6.2]
3.4	Distinguish between tangible vs. intangible products	3.4.1	Discuss the differences between tangible and intangible products	Foundation	Speaking	Participates in conversation, discussion, and group presentations [1.5.8]
3.5	List the goals of pricing	3.5.1	Calculate the markup of sports and entertainment products	Foundation	Arithmetic/ Mathematics	Calculates dollar amounts [1.1.7]
3.6	Discuss the point of difference	3.6.1	Explain the purpose of point of difference for sports and entertainment products	Foundation	Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]
3.7	Explain <i>repositioning</i>	3.7.1	Discuss repositioning as a management tool for sports and entertainment product items	Foundation	Listening	Comprehends ideas and concepts related to consumer and business products [1.2.1]
					Speaking	Communicates a thought, idea, or fact in spoken form [1.5.5]
3.8	Discuss the product life cycle	3.8.1	Diagram and develop stages of the product life cycle	Foundation	Speaking	Adapts presentation to audience [1.5.1]
					Writing	Composes and creates document – letters, manuals, reports, proposals, graphs, flow charts, etc. [1.6.8]
3.9	Explain focus groups	3.9.1	Discuss the importance of focus groups	Foundation	Listening	Comprehends ideas and concepts related to focus groups [1.2.1]

Unit 4: Sports & Entertainment – Promotion and Licensing

Hours: 10-12

Terminology: Copyright, Cross promotion, Cross selling, Endorsement, Licensed products, Media, Piracy, Product tie-in, Promotion, Promotion mix, Publicity, Public relations, Release date, Royalty, Sponsor, Trademark

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce				
Knowledge		Application		Skill Group	Skill	Description
4.1	Define terminology	4.1.1	Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to subject [1.3.6]
					Writing	Uses words appropriately [1.6.21]
4.2	Discuss the legal aspects of sports and entertainment	4.2.1	List legal issues affecting the marketing and management of the sports and entertainment industry; explain <i>royalties</i> and <i>licensed products</i>	Foundation	Listening	Listens for content [1.2.3] Receives and interprets verbal messages [1.2.8]
					Reading	Analyzes and applies information that has been read to a specific task [1.3.2]
4.3	Discuss copyrights and piracy	4.3.1	Explain the purpose and benefits of copyright protection; contrast the use of copyrighted material with illegal piracy	Foundation	Reading	Comprehends written information for main ideas [1.3.7]
				Thinking	Reasoning	Applies rules and principles to a new situation [4.5.1]
4.4	Explain <i>sponsorship</i> and <i>endorsement</i>	4.4.1	Describe the various types of sponsorship in sports and entertainment	Foundation	Speaking	Asks questions to clarify information [1.5.3]
		4.4.2	List and explain potential benefits of celebrity endorsement		Writing	Communicates thoughts, ideas, or facts in written form in a clear, concise manner [1.6.6]
4.5	Explain <i>promotion</i> , <i>cross-promotion</i> , and <i>product tie-in</i>	4.5.1	Examine the methods of promotion utilized in sports and entertainment promotion	Interpersonal	Teamwork	Works effectively with others to reach a common goal [2.6.6]
		4.5.2	Demonstrate or provide an example of a product tie-in as a promotional tool	Thinking	Problem Solving	Demonstrates logical reasoning in reaching a conclusion [4.4.2]
4.6	Discuss public relations and publicity	4.6.1	Identify the roles of public relations and publicity in sports and entertainment	Foundation	Reading	Comprehends written information for main ideas [1.3.7]
					Writing	Summarizes written information [1.6.17]

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge	Application	Skill Group	Skill	Description
4.7 Explain <i>media mix</i>	4.7.1 Analyze and compare different types of media	Foundation	Reading	Comprehends written information for main ideas [1.3.7]
	4.7.2 Illustrate how media involvement and publicity can be positive or negative		Writing	Summarizes written information [1.6.17]
		Thinking	Problem Solving	Devises and implements a plan of action to resolve problem [4.4.3]

Unit 5: Careers and Planning in Sports and Entertainment Marketing

Hours: 10-12

Terminology: Agent, Business plan, Concessions, Handlers, Liability, Marketing plan, Media mix, Mission statement, Promotional plan, Sports agencies, Sports venues

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do		ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce				
Knowledge		Application		Skill Group	Skill	Description
5.1	Define terminology	5.1.1	Prepare a list of terms with definitions	Foundation	Reading	Applies/Understands technical words that pertain to subject [1.3.6]
					Writing	Uses words appropriately [1.6.21]
5.2	Discuss career exploration	5.2.1	Research career opportunities available in the sports and entertainment industry	Personal Management	Career Awareness, Development, and Mobility	Develops skills to locate, evaluate, and interpret career information [3.1.4]
5.3	Describe venue design	5.3.1	Discuss criteria for selecting venues	Foundation	Listening	Comprehends ideas and concepts related to venue design [1.2.1]
					Reading	Analyzes and applies what has been read to a specific task [1.3.2]
5.4	Discuss marketing, business, and promotional plans	5.4.1	Explain, design, and critique plans	Foundation	Writing	Composes and creates document – letters, manuals, reports, proposals, graphs, flow charts, etc. [1.6.8]
				Interpersonal	Teamwork	Contributes to group with ideas, suggestions, and effort [2.6.2]
				Thinking	Creative Thinking	Uses imagination to create something new [4.1.1]
5.5	Discuss mission statements	5.5.1	Create a mission statement	Foundation	Listening	Comprehends ideas and concepts related to mission statements [1.2.1]
					Reading	Analyzes and applies what has been read to specific task [1.3.2]
					Writing	Checks, edits, and revises document for correct information, appropriate emphasis, form, grammar, spelling, and punctuation [1.6.5]
5.6	Compare sports agents, handlers, and agencies	5.6.1	Identify benefits of agents, agencies, and handlers	Foundation	Listening	Comprehends ideas and concepts related to agents, agencies, and handlers [1.2.1]

CAREER and TECHNICAL SKILLS What the Student Should be Able to Do				ACADEMIC and WORKPLACE SKILLS What the Instruction Should Reinforce		
Knowledge		Application		Skill Group	Skill	Description
5.7	Discuss leadership and development	5.7.1	Apply critical thinking and decision making	Foundation	Listening	Comprehends ideas and concepts related to leadership and development [1.2.1]
		5.7.2	Demonstrate knowledge of DECA	Interpersonal	Teamwork	Contributes to group with ideas, suggestions, and effort [2.6.2]
5.8	Explain <i>ticketing</i>	5.8.1	Discuss concessions and ticket sales	Foundation	Listening	Comprehends ideas and concepts related to concessions and ticket sales [1.2.1]

Glossary

Unit 1: Foundations of Sports and Entertainment Marketing

1. Channel of distribution – the path that a product takes from the producer to the consumer
2. Demographics – statistics that describe a population in terms of personal characteristics
3. Geographics – statistics that describe a population in terms of where they live and shop for products
4. Market – potential customers who have the desire and ability to buy products
5. Marketing – the process of developing, promoting, and distributing products or services to satisfy customers' needs and wants
6. Marketing concept – idea that organizations need to satisfy their customers while also trying to reach the organizations' goals
7. Marketing mix – a blending of four basic marketing strategies, known as the four *P*'s – product, price, place, promotion
8. Needs – basic necessities, such as food, clothing, or shelter
9. Psychographics – studies of consumers based on their attitudes, interests, and opinions
10. Target market – a specific group of consumers an organization selects as the focus of its marketing plan

Unit 2: Sports and Entertainment Markets

1. Amateur athlete – a person who does not get paid to play a sport
2. College athlete – an amateur athlete who plays a sport while representing a college or university
3. Entertainment marketing – the process of developing, promoting, and distributing products, or goods and services, to satisfy customers' needs and wants through entertainment or any diversion, amusement, or method of occupying time
4. Market segment – a group of customers with shared needs and wants that is separated from the total market on which a business will focus its efforts
5. Professional athlete – a person who gets paid to play a sport as a form of entertainment
6. Recreational activities – activities in travel, tourism, and amateur sports that are not associated with educational institutions
7. Risk management – a strategy to offset business risks
8. Sports marketing – all the marketing activities designed to satisfy the needs and wants of sports consumers

Unit 3: Sports & Entertainment – Products and Pricing

1. Bundle – selling several products as a package for a set price
2. Business products – goods purchased by organizations for use in their operations
3. Consumer products – goods purchased and used by the ultimate and final consumer
4. Cost-plus pricing – pricing products by calculating all costs and expenses and adding desired profit
5. Focus group – a panel of consumers who discuss opinions about a topic or product as a part of product research
6. Intangible products – a nonphysical product, also called a service, such as tennis lessons or a haircut
7. Leader pricing – pricing an item at cost or below cost to draw customers into the store
8. Markup – difference between the retail or wholesale price and the cost of an item
9. Odd-even pricing – pricing strategy in which goods or services are given either an odd number or even number to match a product's image
10. Prestige pricing – pricing based on consumer perception
11. Price – the value placed on goods or services being exchanged
12. Product item – a specific model or size of a product
13. Repositioning – changing a product's image in relation to a competitor's image
14. Tangible product – physical goods that offer benefits to the consumer
15. Target pricing – pricing goods according to what the customer is willing to pay
16. Yield-management pricing – pricing items at different prices to maximize revenue when limited capacity is involved

Unit 4: Sports & Entertainment – Promotion and Licensing

1. Copyright – the legal protection of a creator's intellectual property or products
2. Cross promotion – any form of communication through which one industry relies on another industry to promote its product
3. Cross selling – the method of selling the customer additional related products tied to one name
4. Endorsement – approval or support of a product or idea, usually by a celebrity
5. Licensed products – goods or services that legally use logos or images owned by other companies or people
6. Media – the methods used for communicating or transmitting messages
7. Piracy – the unauthorized use of an owner's or creator's music, movies, or other copyrighted material
8. Product tie-in – use of ancillary products, such as merchandise, as promotional tools
9. Promotion – any form of communication used to persuade people to buy products
10. Promotion mix – the total assortment of products that a company makes and/or sells
11. Publicity – the free mention of a product or company in the media
12. Public relations – activities that promote the image and communications a company has with its employees, customers, investors, and public
13. Release date – the day a film is first shown in theaters
14. Royalty – a payment for material that has been copyrighted or legally declared as belonging to the creator
15. Sponsor – a person, organization, or business that gives money or donates products and services to another person, organization, or event in exchange for public recognition
16. Trademark – a device that legally identifies ownership of a registered brand or trade name

Unit 5: Careers and Planning in Sports and Entertainment Marketing

1. Agent – a person who is a legal representative of another person (agents manage the career of athletes or celebrities)
2. Business plan – a proposal that describes a new business to potential investors and lenders
3. Concessions – snack bars that sell refreshments
4. Handlers – people who work closely with athletes or celebrities who are unable or unwilling to regulate their own behavior
5. Liability – legal responsibility for damages, losses, or debts
6. Marketing plan – a written document that provides direction for the marketing activities of a company for a specific period of time
7. Media mix – a combination of two or more promotional methods
8. Mission statement – an organization's identification of the nature of the organization or the reasons the organization exists
9. Promotional plan – a detailed strategy of how to focus advertising and marketing communication efforts
10. Sports agencies – companies that specialize in marketing and managing sports events, sports teams, and professional athletes
11. Sports venues – facilities or locations where sporting events take place